**TEMPLATE**

**Stakeholder**

**Marketing Kit**

**[Your Event] Stakeholder Marketing Kit**

This kit has been created so our stakeholders can help promote the event, and help grow its benefits for our community by attracting more attendees.

If you have any queries, ideas or concerns about the marketing of the event please contact our Marketing Coordinator:

[Name]

P: [Phone]

E: [Email]

**Marketing Plan Overview**

The marketing is focusing on these key **audiences**:  
[Insert details about the event’s target markets.]

The key **marketing objectives** are:

* [e.g. increase visitor length of stay, visitor expenditure, numbers of visiting friends and relatives hosted by residents, drive repeat visitation throughout the year, etc.]
* …

In order to achieve the marketing objectives, the following **marketing activity** is planned:

* + [Add a summary of key tactics to reach/attract each target market], when they will happen, and if you wish, the budget for each

**What can you do to help promote the event?**

We invite you to support us in our marketing efforts for [Your Event] and the region.

Following are some ideas on how you can do this. [Add anything specific to your event]

* Share some of our social media posts with your audience.
* Subscribe to our email newsletter to stay informed of the event and share this with others when you receive it. You can also encourage others to subscribe, by sharing the subscribe link. [Insert link to subscribe]
* Make as “Going” to the event’s Facebook event [add link] and share it, or [invite friends](https://www.facebook.com/help/213851145302199?helpref=about_content) via the three dots at the top of the event.
* Add the Facebook event to your Facebook page ([click here for instructions on how to do this](https://www.facebook.com/help/802612399854497)).
* Tag us in your Instagram and Facebook posts so we don't miss anything: [add your page and account names]
* Use the official event hashtag when you share images or posts about the event [add your event hashtag]
* Include information about the event in any email marketing you distribute to your customers, members and networks. Please contact us if you are looking for some fresh content and we will always supply it.
* Share information about the region with your audience and encourage them to plan a holiday around the event (or at least a weekend!). Check out the travel and itineraries pages on the event website for inspiration.
* When you are at the event, we encourage you to showcase your participation in the event via a Facebook Live video, in your Facebook Story, by checking in to the event on Facebook, etc.
* Learn more about how your business can benefit from the event with [these tips](https://teq.queensland.com/industry-resources/how-to-guides/big-marketing-guide/section-9-working-with-events).

**[Your Event] Marketing Channels**

The official marketing channels for [Your Event] are: [add links]

Website:

Facebook:

Facebook Event:

Instagram:

Hashtag:

YouTube:

Official channels for information on the region are: [add links to your regional tourism organisation]

Website:

Facebook:

Instagram:

Hashtag:

**Resources for Download**

Click here [hyperlink to an online folder e.g. in Dropbox] to access the following marketing resources that will help you promote the event (and leverage your involvement in the event).

• Brand story

• Logo

• Graphics for social media

• Event images

• Promotional video

If there is anything else you require, please contact our Marketing Coordinator for assistance.